

Plain Talks

GULF STATES UTILITIES CO.



MARCH, 1957

Plain Talks

March, 1957

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A magazine for employees of Gulf States Utilities Company

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity; Tommy Read, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Marie Roberts, contributing editor; Graham Ward, contributing artist.

AS OTHERS SEE US . . .

The great journalist, Horace Greeley, once said that newspapers reflect the temperament of the vast public. To see ourselves as our public sees us, we quote several editorials from area newspapers which were written after our announcement of the 1957 construction budget.

"Like an electric charge clearing the atmosphere of vaporous gloom is the announcement that Gulf States Utilities Company has set a 48-million-dollar construction budget for 1957.

"Coming at a time when Washington is warning the nation of the danger of inflation and Treasury Secretary Humphrey predicts a possible hair-curling depression, the announcement is a healthy economic shot in the arm for Beaumont and the broad area served by the company.

"Even more heartening is the fact that the huge sum budgeted for this year is only a part of an overall four-year construction program in which Gulf States will spend 150 million dollars.

"We like the words of GSU President Roy S. Nelson that 'our endorsement of this comprehensive construction program indicates our continued confidence in the future of the area we serve.' We agree with him that 'electric power is an accurate barometer of the health and prosperity of any area.'

"This is the kind of confidence that has contributed so much to the success of the company in growth and service during the past several years. This is the kind of faith in the future that will assure a continuance of that growth and service.

"Gulf States Utilities Company is lighting the way for others to follow. And the course it takes leads to an economically brighter Beaumont and area.

"More power to you, GSU! We're proud Beaumont is your home city and the base of your expanding operations."

—Beaumont Journal

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Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Thomas J. Hanlon, Jr., Prairieville; Harold C. Leonard, Baton Rouge; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

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OUR COVER



March is the month when young boys — and girls, too — bring out their kites and watch them climb up in the sky. The two youngsters on our cover seem at peace with the world as the wind carries their toy ever higher.

A carefree spirit is fine, but tragedy can strike hard and fast. Children should be taught the simple rules of kite-flying safety. See page 17 for a list of these rules.



It's Light Up Time —

This antique was the beginning less than a century ago. From that time to the present — Progress has been the byword.

Before street lights came into general use, a city after dark was a kind of no man's land. Few folks ventured forth except in emergencies. It was a time of crime and violence. In the cold months especially, dusk found families locking their doors and windows, building up the fire and settling down for a long safe night indoors.

With lighting at its present level of development, bright streets are no longer reserved for the downtown sections of large cities. Few communities are without their own street lights, and more are being added every year. Even in towns where street lighting has existed for many years, new systems are being put into use to provide brighter and more efficient service.

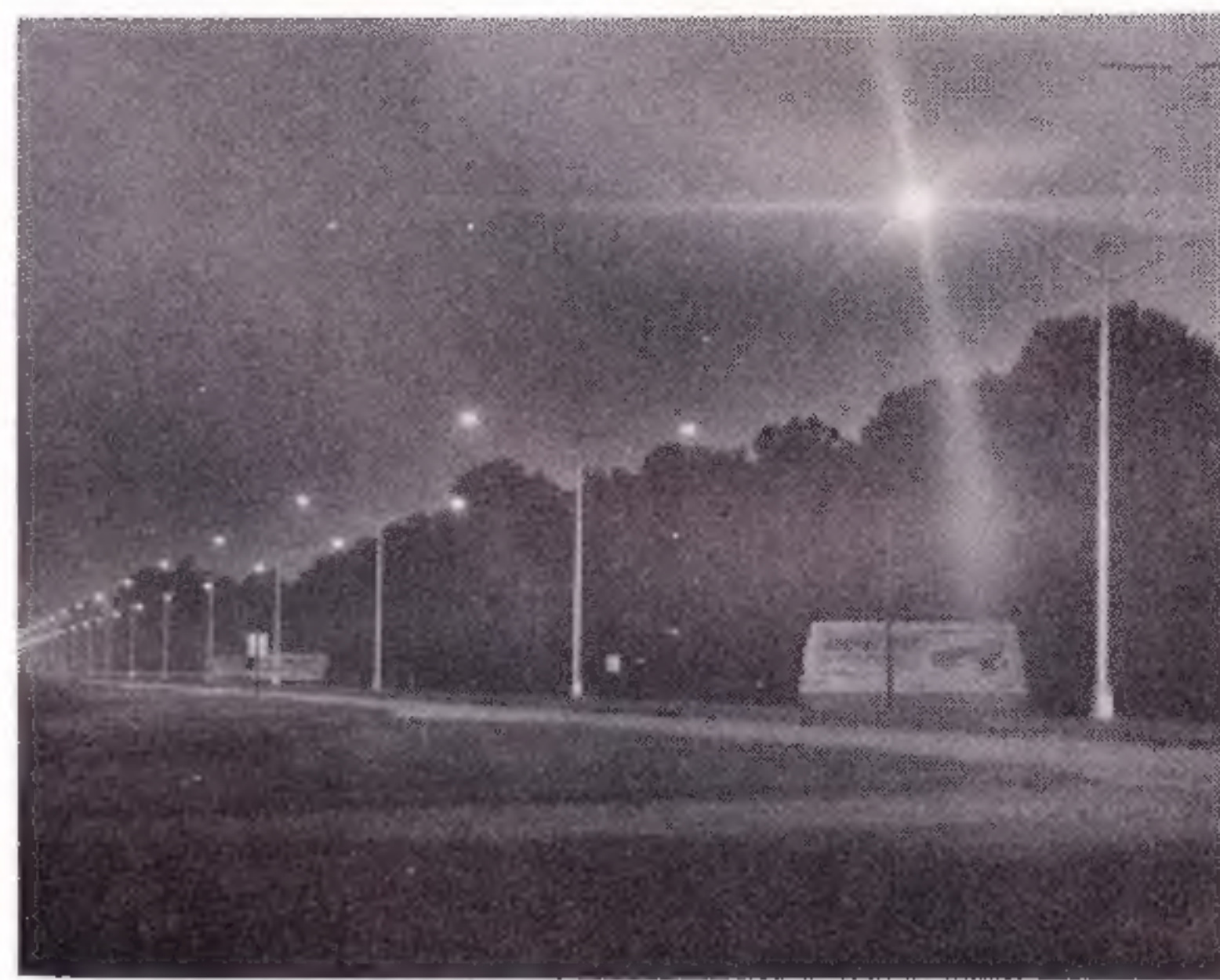
Helping turn night into day, and fear into cheer in the communities served by our company is one of our most satisfying jobs. And, thanks to progressive administrations throughout the system, the after-dark appearance of many miles of streets is getting brighter every year.

It is not possible to show all of the

Lake Charles takes on a new look of brilliance with the addition of new street lighting system. Untiring research in the use of electricity and on new products has brought street lighting to its present high level of development.



Beaumont's new Highway 90 freeway shows equally new lighting to provide a safe level of brightness for the night time traffic. The freeway, when completed, will allow safe, fast transit through the city on the busy Houston to New Orleans road.



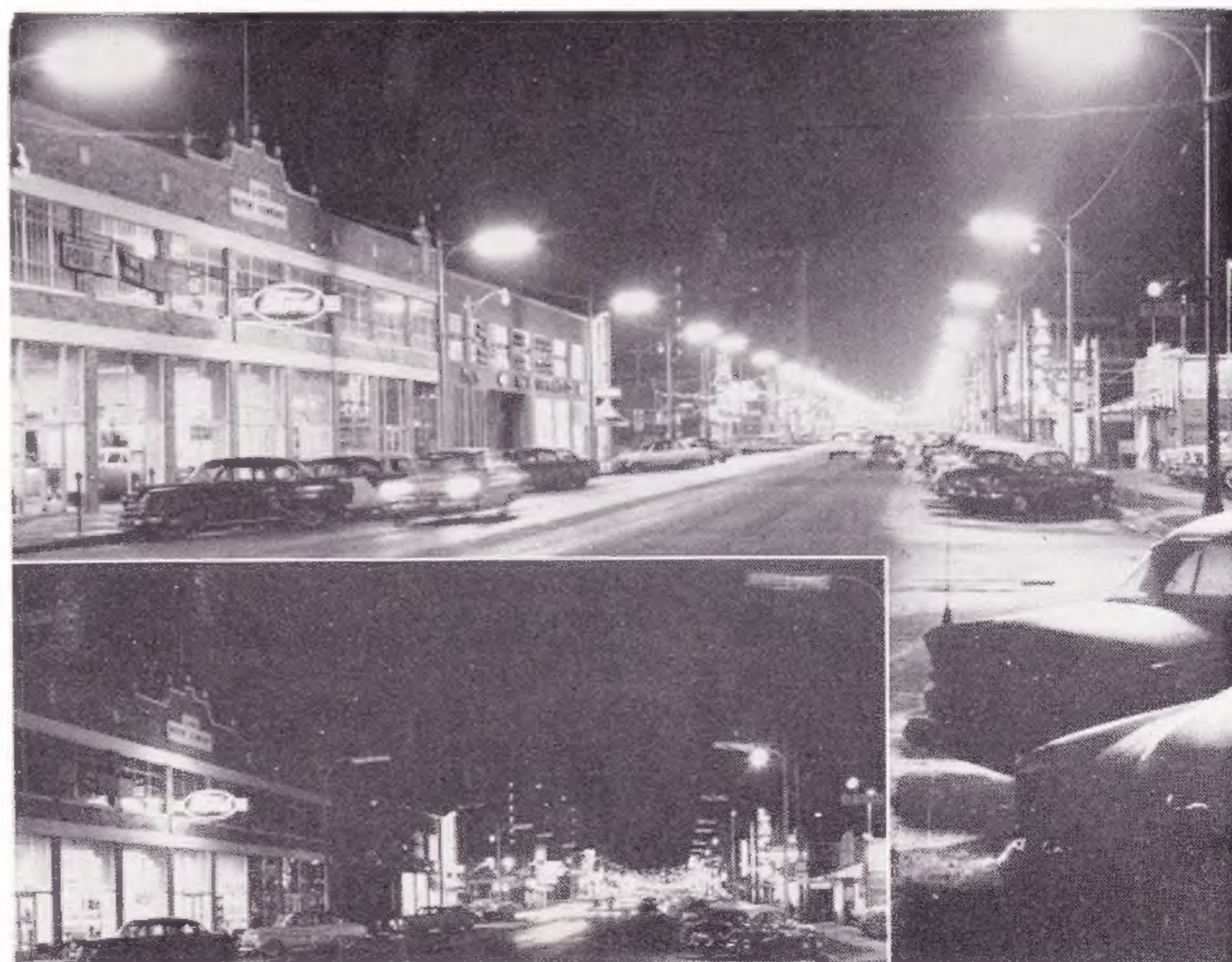
This pre-dawn photograph of Florida Boulevard in Baton Rouge shows the recently completed mercury vapor installations stretching from the traffic circle several miles into downtown Baton Rouge, now considered one of the South's best lighted cities.

new installations of street lights on this page, but three of the larger towns give some idea of the "bright look." The smaller communities are by no means backward in their light-

ing, in fact they are every bit as progressive as their big brothers.

Yes sir, Reddy Kilowatt and Gulf States both take pride in putting a shine on night's armor of darkness.

Installation of ultra-modern fluorescent street lights in the main business district was recently completed to give Port Arthur what city fathers affectionately call "The Great White Way." Sixty-four 21,200 lumen fluorescent fixtures have replaced 48 - 1000 C. P. Spherolite fixtures in eight blocks of Procter Street. These lights are mounted opposite each other with eight lights in each block.





Mr. Collier begins the day with an early morning 'phone call to arrange an appointment with a prospective client.

Layout of the prospective customer's house is placed on the drawing board. Amount of space to be heated and cooled is figured to determine size unit needed and installation cost.



Jim Stelly, commercial sales supervisor, discusses Mr. Collier's assignment concerning a study on operating costs for large power accounts.

a GULF STATER'S Day

INDUSTRIAL ENGINEER

**Our Trained Heat Pump
Technicians Help Folks
Live Better ALL Electrically**

One of the latest devices to join the growing family of versatile electric appliances is the all-electric heat pump.

This new "wizard" of better living is designed for complete automatic year 'round air conditioning and uses only electricity and air or water.

Although basically a simple device, the heat pump is sufficiently unique to require assistance in gaining wide acceptance. Advice on installation problems, operating costs and the right unit for the right place, is a necessary service for customers interested in the heat pump.

Free Advice To Customers

Our Sales Department offers this technical advice and expert service to the customers in our service area through industrial engineers who devote their time to solving individual problems in cooling and heating homes and business establishments.

To determine the duties of an air-conditioning engineer, "Plain Talks" visited the office of Robert Collier, in our Baton Rouge Division last month.

Heat Pump Prospects

"There are several ways to get leads on a potential heat pump customer," Mr. Collier explained. "Usually a phone call from someone interested in installing a heat pump in a home he is building or for an existing dwelling starts the ball rolling," he said.



Mr. Collier relaxes for lunch with Lester Landry (center) and Dolph McKowen (right), commercial sales representatives at Baton Rouge.



Windows are measured and house plans studied at home of Dr. and Mrs. J. F. Tanna to select the best location for the unit.

If the layout of the new house is already decided the problem in either case is essentially the same. After a survey establishes the size of the house, amount of glass space, insulation and overhangs, position of sun and shade trees, he determines how many tons of air conditioning and BTUs of heating are required to cool and heat the house properly, Mr. Collier explained.

"When the layout is finished we compute the yearly operating cost, then we contact a dealer who quotes a price on the job."

Most of the time the Gulf Stater and the dealer will call on the prospect a second time, giving him the advantages of the heat pump compared to a conventional unit, explaining how the extra cost of the all-electric unit is warranted due to its convenience and performance.

No Two Days Alike

One particular day in the life of an engineer specializing in air conditioning installations can't be recorded as a TYPICAL day. One day may be spent in the office working out plans which

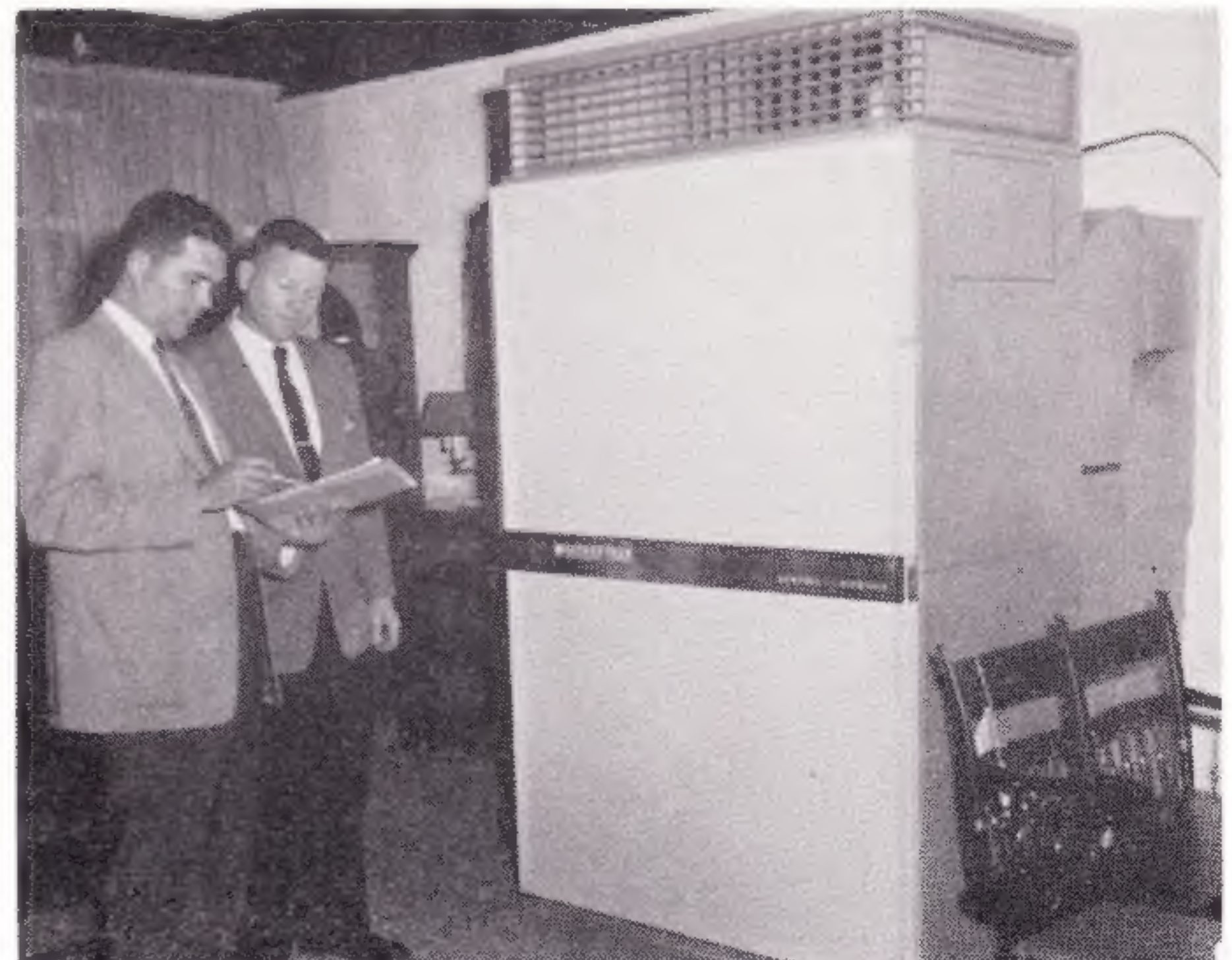
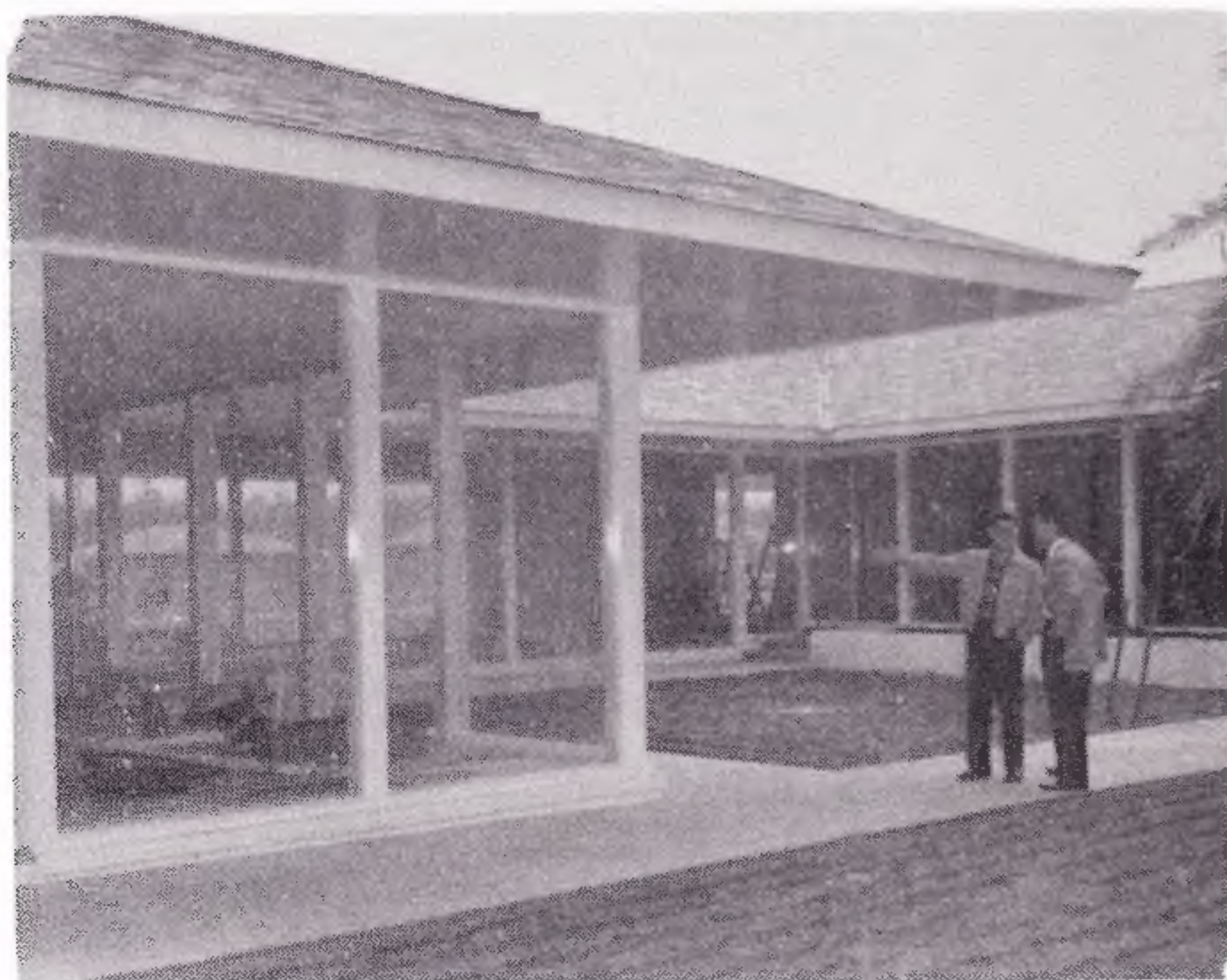
will best satisfy a particular customer's home. Most of another day might be devoted to a job assigned him by Commercial Sales Supervisor Jim Stelly, concerning a study on operating costs for larger power accounts.

Another day he may visit residential or commercial customers to discuss the performance of heat pumps recently installed. In these instances, comparisons are made on operating costs for the first three or four months opposed to cooling and heating costs prior to

Continued on Next Page

A "problem" in air conditioning, because of its large glassed-in area, is discussed by Mr. Collier and Albert Davis, local General Electric heat pump representative. Pictured is rear view of J. H. Boyce's new home in Jefferson Place.

Julius Bahlinger of Kornmeyer Furniture Co. talks over operating costs of store's newly installed heat pumps with Mr. Collier. Cost of the five ton units is running close to predictions. Mr. Bahlinger feels they are best for his store as their operation cannot damage furniture.





Family enjoys new all electric kitchen. Mrs. Collier poses with electric oven as Tommy, 5 and Lynne, 3, watch photographer.



The Colliers recently moved into this new brick home in Broadmoor subdivision. Clair, Lynne, Bob and Tommy are in lovely yard.

Continued From Page 5

the heat pump installation.

Operating Records Kept

In addition to this type of work Mr. Collier keeps operating records on some 30 sub-metered heat pump units for study purposes. These are offered to other customers faced with heating and

cooling problems.

A native of Baton Rouge, Mr. Collier graduated from Baton Rouge High School in 1945. After a year at LSU he served two years in the U. S. Navy, returning to the University in 1948 to earn a BS degree in electrical engineering. Immediately following graduation in June 1951, he joined the Company Engineering Department in

Baton Rouge. He was transferred to the Sales Department in 1955.

Mr. and Mrs. Collier and their son Tommy, 5, and daughter Lynne, 3, recently moved into their new home in Broadmoor subdivision. A beautiful brick residence, the Collier's dream house features an all-electric kitchen, modern lighting and, oh yes—a heat pump.

Port Arthur Sweeps Annual Safety Awards

Each year two Roy Nelson Awards for safety are presented, one to the division having the lowest rate of personal injuries for the year, and one to the division having the lowest motor vehicle accident rate. Last month, Port Arthur Division copped both honors. That division has the distinction of being the only one in the system to win both awards the same year. The only other time both awards were won the same year by one division was in 1954—and the winner was Port Arthur.

The division was highly commended on its remarkable achievement by System Safety Director Frank Jones, who presented a trophy, a combination of the two awards, to Division Manager C. M. Scott. Mr. Scott accepted on behalf of Port Arthur Division employees.

The presentation was made February 12 at the new Service Center in Port Arthur.



A Two Time Winner! Port Arthur Division Manager C. M. Scott (left) accepts for his division a trophy combining the two annual Roy Nelson Safety awards. It's the second time in Company history that the same division has won both awards the same year. The winner the other time? It was Port Arthur—in 1954. Making the presentation is System Safety Director Frank Jones.

What Makes A Safety Record?



Tailboard conferences are credited with helping Lafayette linemen work safely. Discussing a job with Foreman Elmer Sudderth, center, are Harold Airhart, Harrison Carlin, Edwin Judice, Robet Domingue and William Sheets.

Teamwork, esprit de corps, planning and good safety habits, say Lafayette linemen of theirs.

Safety records in our Company are not new. Less than a year ago the system passed the two million man hour mark (100 days) without a lost time accident. But in every big safety picture there are many smaller, but no less vital, safety stories.

For instance at this writing the Lafayette Line Department has completed seven years and seven months without mishap. For any department to work that length of time without an accident is unusual. For a line crew—it is remarkable.

These 35 men keep electric service available around the clock for residents of their area. They work in all kinds of weather.

Commenting on the safety record of the group, Lafayette District Superintendent J. Roy Peckham said, "Often the job of furnishing electric service is worked at under adverse weather conditions—that's why the record of safety of this group of Gulf Staters is outstanding. We are proud of them and their spirit and teamwork."

E. G. Rauschenberg, general line foreman in Lafayette, says that he attributes the outstanding safety record to tailboard conferences (discussion of the work by foremen with their crews before starting the job), use of proper methods of covering up energized sections of the wires while working, use of hard non-conductor hats, proper job planning and, perhaps most important of all, teamwork between foremen and crews.

Of course, every possible precaution is taken for the men's safety. All applicable safety devices are employed. But the actual and final test of safety is up to the men themselves.

"An Accident Can Take From Me The One I Love Most." — Elizabeth Clanan, 11

One of the recent winners in the Company's "Why I Want My Dad (or Mother) to Work Safely" essay contest was Elizabeth Anne Clanan, age 11, of Groves. First place winner in the first through sixth grade group, she is the daughter of Mr. and Mrs. W. R. Clanan. Mrs. Clanan works in the Port Arthur Accounting Department. Elizabeth Anne's entry follows:

"When I kneel to say my prayers, I always say: 'Oh, God, keep us all safe!' Accidents can bring an end to my Mommy's good health. If she is ill, then the family's comfort is disrupted. Accidents cost money and can wipe out our savings. Most important, however, is that an accident can take from me the one I love most!

"When we help others to master safe living, we pass on to them the riches of life. Remember — 'with safety the more you share the more you have.' None of us can afford accidents. On the highway, at home or at work . . . let's be on the lookout for those signs that tell us trouble's ahead. Let's heed them! We'll live longer and be happier. Let's all do all we can to prevent accidents to ourselves and others. Make

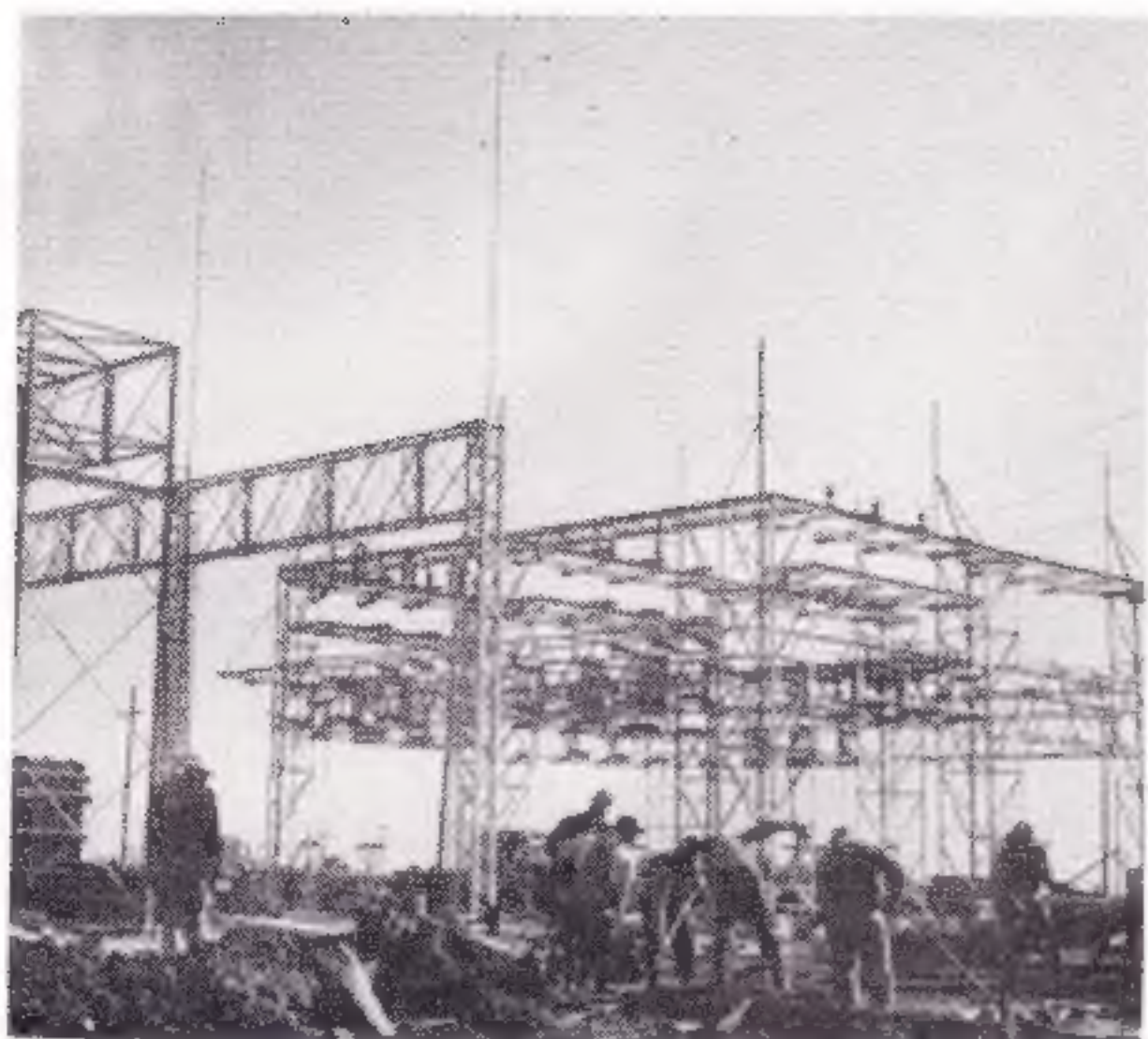
this a happier, safer home. 'Please, God, keep us all safe'."

REDDY QUIZ No. 2



Q. What is meant by the term "load?"

A. The power requirement (usually measured in kilowatts) of a system or a piece of equipment at a given instant, or the average rate of energy use during any designated short period of time (such as average kilowatt-hours per day during a specified demand interval). This term may be applied to the demand on an electric generating station, an individual generating unit, a transmission or distribution system, a substation or a whole power system, or to a customer's requirement. ("Load" is used interchangeably with "demand.")



Parts of the largest sub-station in our system are already taking shape while workmen finish the foundation on another section. The sub-station, when completed, will have capability to handle a city twice the size of Beaumont.



Up goes a column of steel to help form the skeleton of the Orange substation. Guiding the steel girder into place are a team of Gulf Staters operating out of Beaumont. Substation trucks from Beaumont and Orange cooperated to complete the job on schedule.



Anchoring the steel column of one corner of the Orange substation are W. T. Powell, B. G. Drawe, Alfred Boswell, Ralph Massey, Kent Kirk, E. H. Nevils and Jack Hamilton. They are members of substation crew under supervision of Felix Vercher, foreman.

BIG Things Are Happening In Orange

Big things are happening in Orange these days. There's the new Orange County Memorial Hospital, one of the most modern ever built . . . soon to open. The Jack Tar Orange House, a second-to-none hotel, opened last month. Several top-name industries are building or planning to build in the Orange area. Their location there will

mean additional houses and smaller businesses.

The entire atmosphere of the community of some 45,000 is one of enthusiasm, teamwork and progress.

Progress, of course, calls for power. And that's where we come into the picture. To serve the growing power needs of this growing area, we are

gearing up to maintain our record of having plenty of power for progress, ready and available when and where it's needed.

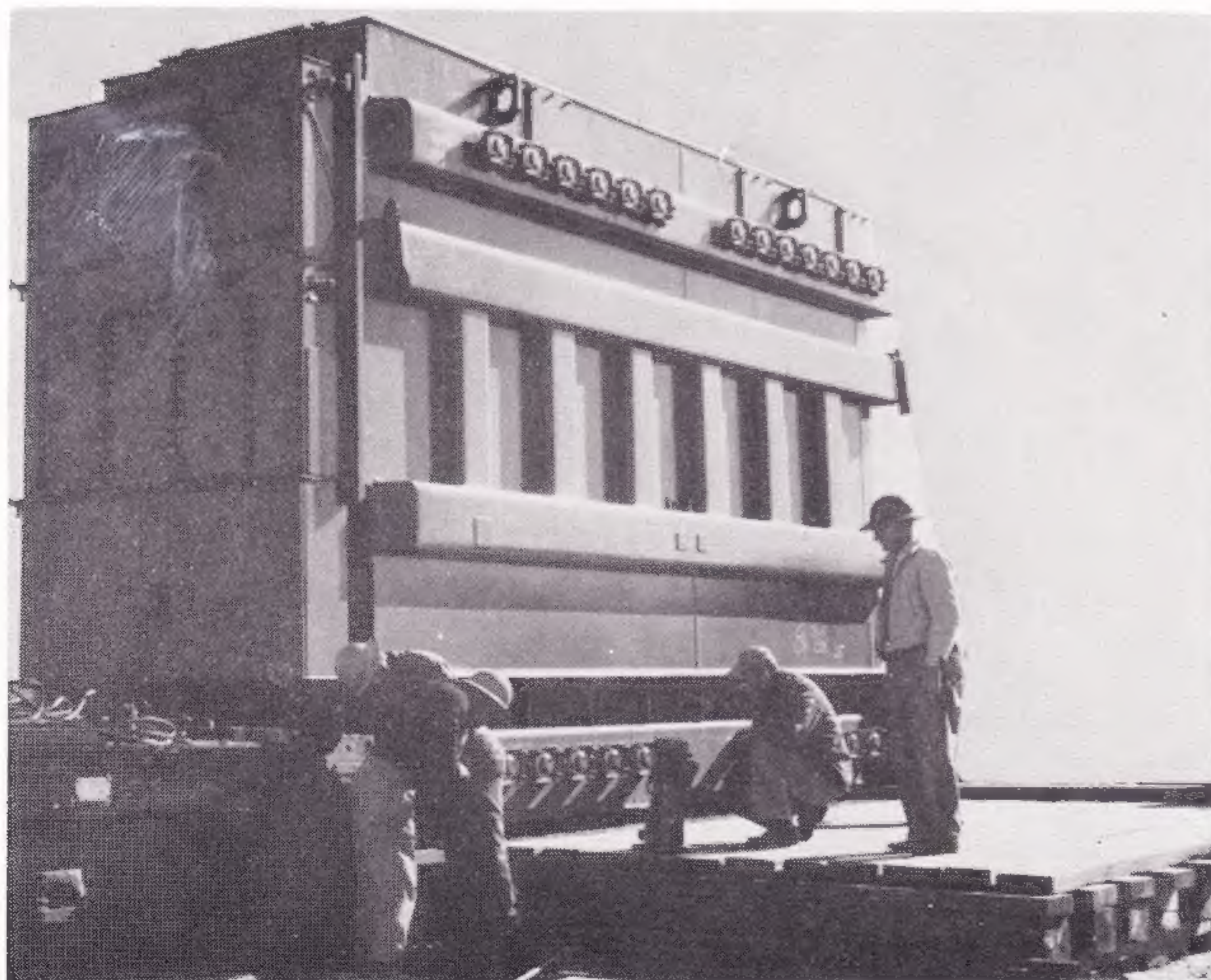
Orange Aid

Perhaps the most impressive company project under way in the Orange area is our new Orange Tap Off substation. When completed it will be the largest ever constructed by Gulf States. Two huge 60/80/ future 100 Mva transformers, each capable of handling the normal electrical needs of a community of 100,000 are the largest ever installed in our service area.

Other major projects in Orange include the building of a new substation to serve the new Firestone Tire and Rubber Company plant, the reconductoring and reinsulating of two 138 kv lines connecting the Tap Off Station with Neches Station, new 69 kv feeder lines to serve several new industries and firm up load centers from the Tap Off Station, a new substation for the hospital and various other construction jobs to meet increasing loads throughout our Orange District.

While the word "Big" is often discredited when misused by the over-enthusiastic, it's safe to say that Orange, and our Company, are building bigger to serve the needs of progress.

Unloading the 202,000 pounds of transformer was a slow, careful process for the Gulf States' crew under the supervision of J. H. Albe. The two giants each required a railway flatcar to haul them to the site of the Orange substation. Special cribs were built, much like those used during the installation of our large generating equipment, and the heavyweights were inched to their new homes.





The Magnolia — Groveton Pump Station is one of about 60 large pumping stations served by our Company in Texas and Louisiana. Reddy Kilowatt is a valuable worker, helping deliver precious crude oil from the source to the refineries.

Magnolia finds another use
for electricity — dependable
remote operation for pump
stations to speed their products

From the Ground to You

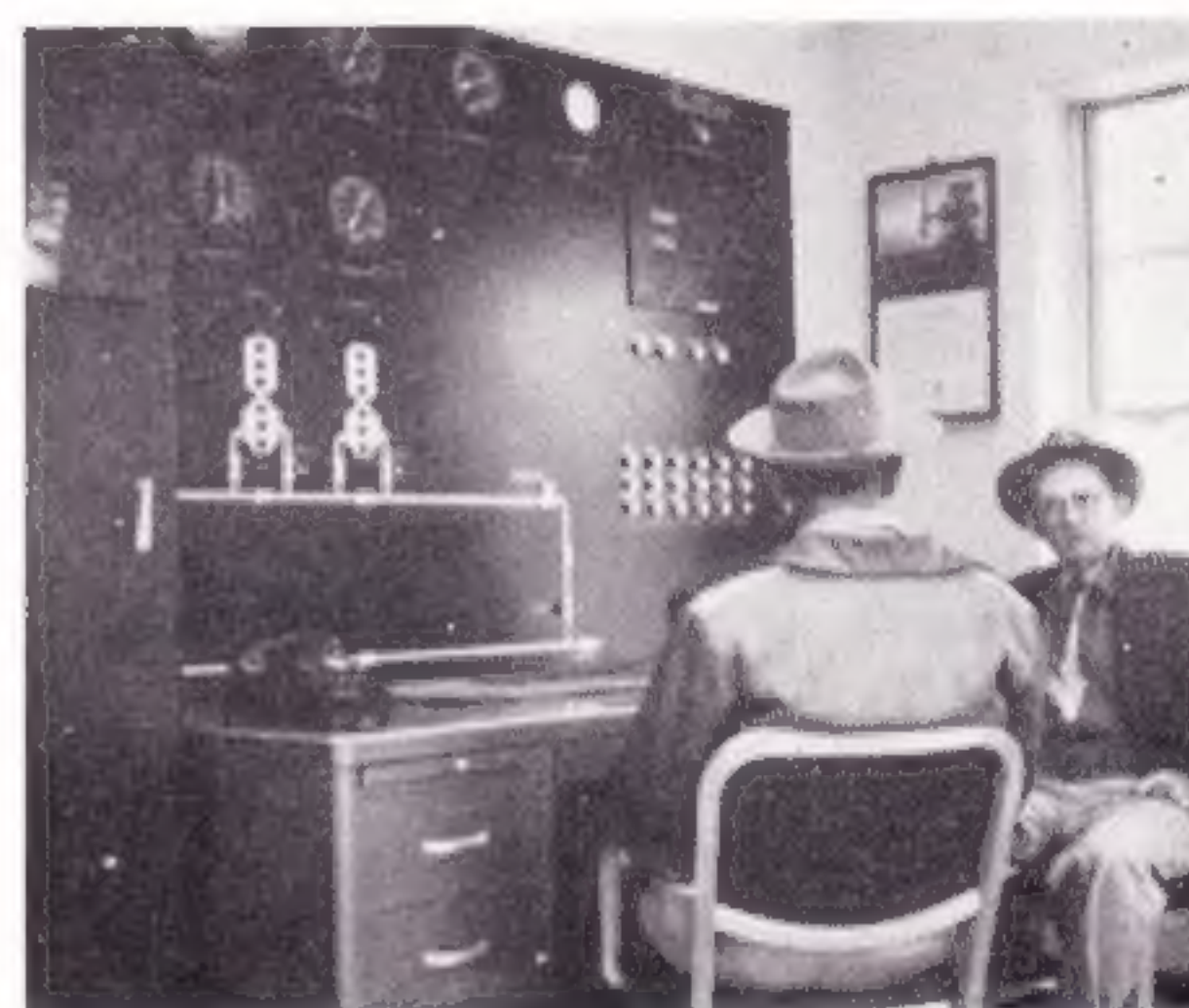
Hollywood, with its flair for the dramatic, has made many movies about oil. Usually the hero fails miserably until, back to the wall and with everything at stake, he strikes oil. Then, with oil raining all around them, he embraces the girl and "happy days are here again".

What ever happens to all that crude oil lying around? In Hollywood, it's probably water anyway, so it doesn't much matter. But, in Groveton, at the Magnolia Pumping Station, you quickly get the idea.

This pumping station keeps crude oil flowing between Corsicana and the refinery at Beaumont. Practically all electric, the station is controlled from Corsicana through a master panel and a Westinghouse Teletype "brain". According to A. R. Ehrhardt, chief engineer, it is the first Magnolia station remotely controlled by electricity.

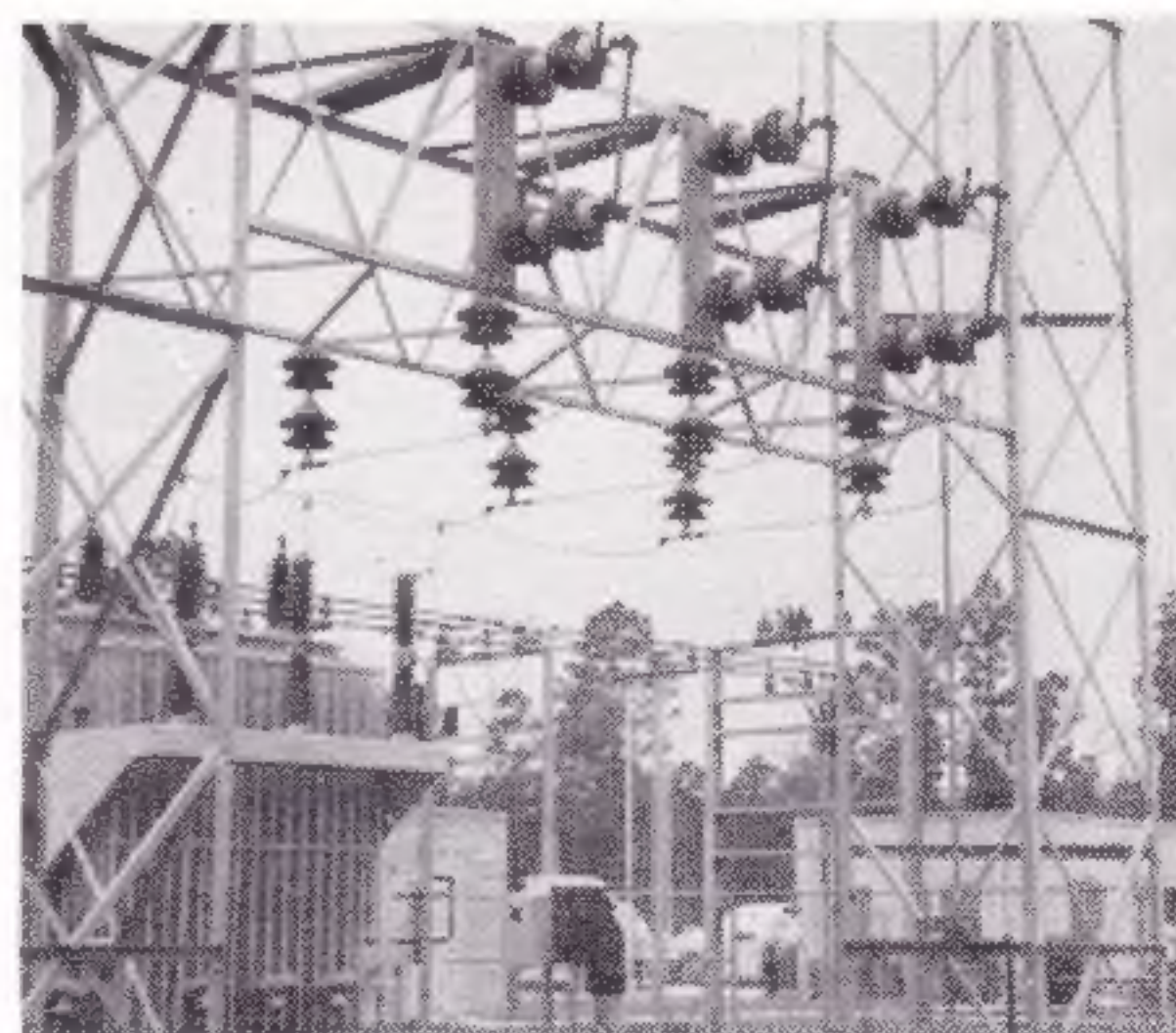
The Gulf States' Groveton substation steps down 69,000 volts to the 2,450 volt level required by the motors. A capacitor bank keeps voltages from fluctuating. From this station, the 69 kv line will be extended to Corrigan (PLAIN TALKS—January).

But getting the crude oil from the earth over miles of prairie to refineries is nothing new for Reddy Kilowatt and Gulf States. We were pioneers in oil pipe line pumping even before Clark Gable and Spencer Tracy struck it rich in "Boom Town".



District Serviceman C. B. Brooks, facing you, discusses operation of the Groveton Magnolia Pump Station with A. R. Ehrhardt, chief engineer of the station.

Mr. Brooks reads the meter in our substation which serves the pump station. Gulf States was a pioneer in working with oil companies to use electric motors in pumping operations.





Front row, left to right: William Spence, R. W. Dunham, W. W. Eckles, Lovett Young, R. M. Andrews. Second row, left to right: W. M. Larkin, Lamoyne Goodwin, J. D. Jordan, H. E. Mack, B. L. Calvit, R. P. Griffith, F. C. Watson, R. W. Landers, Ward McCurtain, L. F. Donaldson, J. W. Lasyon, L. L. Landry, A. D. McMillian. Third row, left to right: S. L. Adams, Joseph Fontana, T. O. McKnight, V. T. Bolton, J. F. Simmonson, Albert Beard.



Front row, left to right: F. J. Bergeron, Cleburn Bean, Jim Baird, Curtis Johnson, R. W. Haynes, W. M. Hurt. Second row, left to right: J. D. Boykin, S. H. Canfield, O. K. Beard, Gerald Dean, Preston Davis, Lloyd Priest, Pat Sullivan. Third row, left to right: G. W. Smith, Anders Poulson, Carl Harris, Al Glynn.

GULF STATERS TAKE TIME OUT FOR TRAINING AT L. S. U.

Second Group Completes Basic Supervision Course

In a fast-growing company, employees need to know as much about handling people as they do about handling the tools of their profession. Whether he is an accountant or a linesman, an engineer or a salesman, a Gulf Stater should be equipped both to do his job and show his employees how to do theirs in the best way possible.

To this end, the Training Department

last year set up a series of one-week, basic supervision classes in cooperation with the Extension Division of Louisiana State University at Baton Rouge. Last month, the last of this year's six groups completed the course and returned to jobs throughout our system better prepared to take on the growing responsibilities that go hand in hand with rapid expansion.

Front row, left to right: H. L. Berley, Frank Sonnier, Ben Exner, J. H. Derr, J. G. Hotard, W. H. Caswell. Second row, left to right: C. R. McGrew, M. N. Jensen, Norman Lee, Emory Pintsch, Bob Cruise, A. C. Faggard, E. L. Bailey, S. L. Stelly, J. D. Fleming. Third row, left to right: Ralph Spafford, Ernest Little, Jack Killough, Howard Charlton, C. A. Ibach, W. A. Cain. Fourth row, left to right: Price Bradshaw, R. C. Perdue, A. J. Matherne.



Front row, left to right: W. P. Carroll, Brad McMaster, R. B. Cash, Raymond Wright, C. W. Choate, Goree Matthews, A. B. Wilson. Second row, left to right: Lloyd Brannan, A. J. DeBuis, A. C. Hanley, Tulley Brady, W. E. Dinkins, Curtis Lusk, R. R. Hudspeth. Third row, left to right: G. J. Gilmore, E. J. Mathis, C. K. Brinkley, J. W. Lamb, J. R. Peckham Sr., Louis Christian.





Front row, left to right: Jack Kirkland, R. E. Morton, Denny Clubb, Ray Pace, Lionel Dugas, John Harrop, Harry Leight. Second row, left to right: Roy Henckel, Bob Guidry, James Fannette, Marcel Ellissalde. Third row, left to right: Earl Griffith, Feltus Sterling, H. R. Johnson, W. A. Jones, Paul Harrington, James Turner, E. E. Figari, J. F. DeLage, G. B. Oglesbee, Alvin Stahl, Dr. Young, Howard Chaney.



Front row, left to A. L. Bowen, G. H. Rafferty, J. M. Stokes, L. L. Thompson, Valdermar Westh. Second row, left to right: C. M. Netzer, J. L. Haddox, R. L. Wynne, C. R. Natz, T. E. Farlow. Third row, left to right: E. Rauschenberg, Walt Brader, A. M. Sirman, F. E. Copinck, Fourth row: J. W. Atkins, G. G. Hall, R. E. Lowman, Cohorn Davis, R. W. Tevis, F. J. Hazmuka, Bob Collier.

D. O. Gideon Becomes Annuitant April 1

D. O. Gideon, Gulf States construction inspector of Beaumont, retires April 1 after 38 years of service in the utility field.

Mr. Gideon, a native of Memphis, Tennessee, began with the company in 1935 as chief engineer at Port Arthur, coming there from El Paso Electric Company, El Paso.

In 1938 Mr. Gideon became maintenance engineer at Beaumont. He was transferred to Orange in 1941 as station superintendent, where 10 years later he became Water Department supervisor. In January of last year, Mr. Gideon returned to Beaumont, where he became construction inspector.

James Olivier Will Retire April 1

James L. Olivier, Lake Charles Gulf Stater, will retire April 1 after 28 years of service with the company.

A native of Iberia Parish, Louisiana, Mr. Olivier came to the Lake Charles T & D Department as a laborer in 1929. In 1949 he became a special laborer with the Water Department and in 1955, he became a special laborer in the T & D Department, Building Service.

Port Arthur Wins Nelson Trophy Third Year

Port Arthur Division has become the first permanent holder of the Nelson Trophy, by merit of winning first place in the competition for the third consecutive year. The division had a total gain of 278 Kw/hr for 1956.

Running a close second for the year,

was Beaumont Division, with a gain of 271 Kw/hr. Other divisions and their 12 months' gain are as follow: Baton Rouge, 245; Lake Charles, 224; and Navasota, 200.

Total 1956 gain for the system was 249 Kw/hr, with 2569 Kw/hr for the year.



Highly pleased over Port Arthur Division's winning the Nelson Trophy for the third consecutive year, Superintendent of Sales Kirby Jones, left, and Residential Sales Supervisor Charles G. DeCuir, right, display trophy. Other members of the Port Arthur Division Sales Department shown are, left to right, front row: A. C. Hanley, Virgil Shaw, Paul Baker, Evelyn Boyd, Catherine Smith, Barbara Goodwin and Division Manager C. M. Scott; left to right, second row; Joe Prejean, Sidney Hebert, Mamie Voyles, Forrest Elkins, Freddy Parent and Jim Saxon.



Mr. and Mrs. Grady M. Smith are parents of a daughter, **Glenda Gail**, born at Baptist Hospital in Beaumont, January 21. Mr. Smith is in the Beaumont Accounting Department. Glenda's grandfather, **O. K. Baxley**, is in the Beaumont Engineering Department and her uncle, **O. K. Baxley Jr.**, is in the Beaumont Sales Department.

Mr. and Mrs. Joseph A. Hebert of Lafayette, announce the birth of a son, **David Allen**, born at Our Lady of Lourdes Hospital January 29. Mrs. Hebert, the former Priscilla Foreman, is a former Gulf Stater and PLAIN TALKS reporter.

Mr. and Mrs. Chris A. Metz are parents of a son, **Chris Albert Jr.**, born January 23. Mr. Metz works in Baton Rouge T & D Garage.

Mr. and Mrs. Morris Thibodeaux announce the arrival of a daughter, **Lisa Lucile**. Mr. Thibodeaux is in the Lake Charles Service Department.

Mr. and Mrs. Jack Wellhouser are parents of a daughter, **Jacqueline May**, born February 20. Mr. Wellhouser is in the Lake Charles Engineering Department.

Mr. and Mrs. Ray Robin announce the birth of their first daughter, **Pamela Ann**, February 24. Mrs. Robin is the former Evelyn W. Benoit and Mr. Robin is an appliance repairman at Lafayette. The Robins have two other children, **Tim** and **Joey**.

Mr. and Mrs. Cecil Sonnier of Albuquerque, New Mexico, are parents of a daughter, **Patricia Lynn**, born February 10. They have another child, **Michael**. Mr. Sonnier is the son of Mr. and Mrs. Frank Sonnier, the latter being the T & D Department supervisor of the Lafayette District.

Mr. and Mrs. Honore Miller have a daughter, **Mona Lynn**, who arrived February 7. The Millers have one other daughter, **Cynthia**. Mr. Miller is in the Lafayette Meter Department.

Mr. and Mrs. J. L. Davis, Woodville, announce the birth of a daughter, **Dell Lynn**, born February 11. Mr. Davis is a lineman at Woodville.

Mr. and Mrs. Charles E. Foss are parents of a daughter, **Janelle**, their first child. She was born at Baton Rouge General Hospital January 23. Mr. Foss is in the Baton Rouge Sales Department.

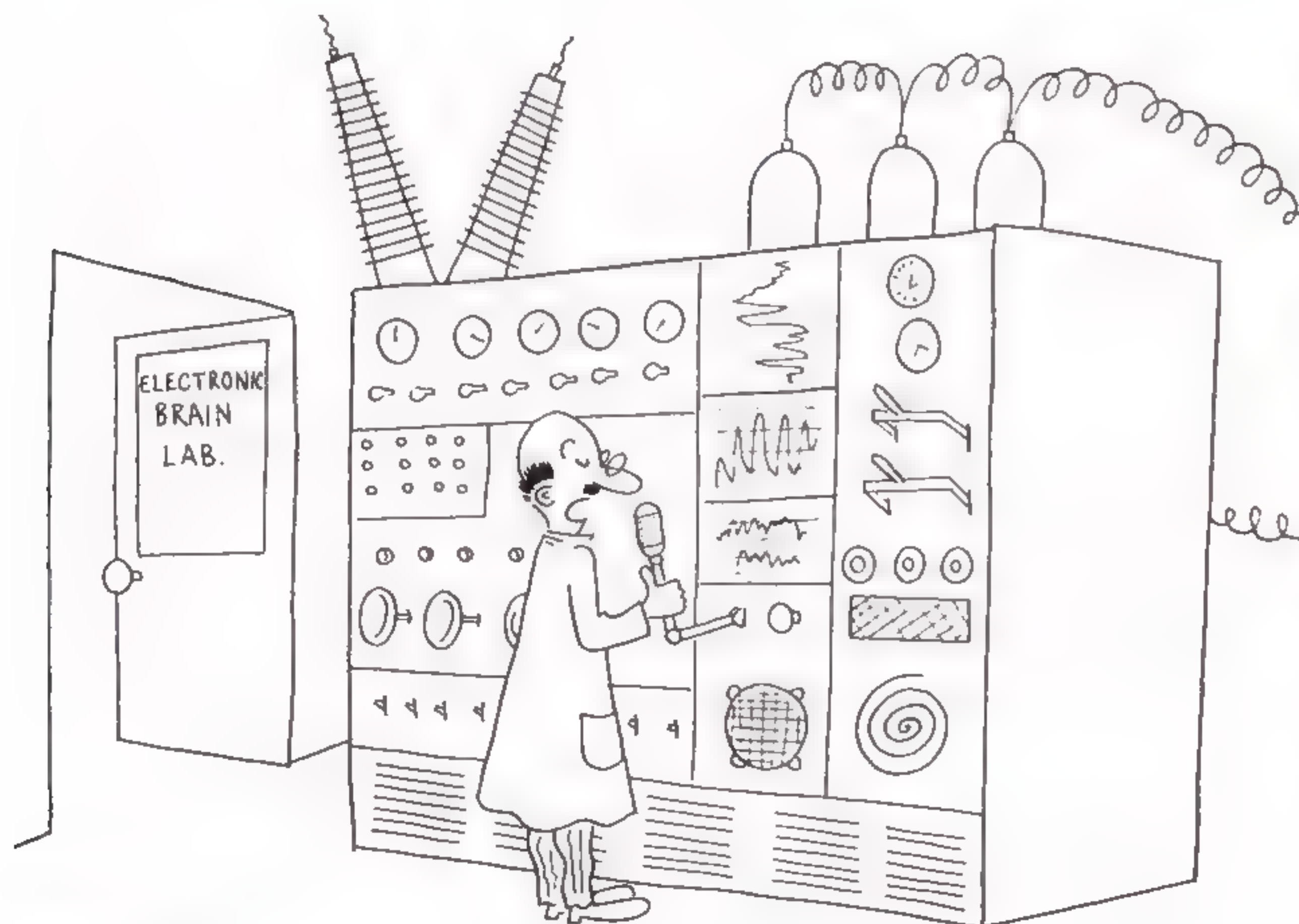
Mr. and Mrs. Harold Ogden, announce the birth of a son, **Wendell Keith**, February 7. Harold ran out of cigars in 30 minutes giving them to "ladies" he stopped to report the birth to! He is a meter reader at Woodville.



Civic work keeps district Gulf Stater busy after hours. Here Groveton District Serviceman **Keen Franklin** adds up the day's receipts from the Trinity March of Dimes Drive, of which he was county chairman.



The Commercial Sales Department and the Advertising Department teamed up to help Lamar State College of Technology enter its sparkling new all-electric kitchen in the 11th annual Food Service Contest, sponsored by Institutions Magazine of Chicago. **O. G. Floyd**, director of commercial cooking, and **Graham Ward**, of the Advertising Department, are shown with the college's entry.



MAC CARTNEY

"What's on your mind?"

A PEEK AT THE T2A9

These items were among the news that employees were reading in PLAIN TALKS back in

1927

Earl Griffith and Robert Haynes, Neches Station, have consented to pose for a photo for advertising purposes of the Latest Style Golf Togs . . . It is predicted that every customer using 20 kilowatt hours a month is a prospect for 40 and that the coming five years will see an increase of 50 per cent in the average home consumption . . .

1932

E. E. Figari, formerly of Port Arthur, has assumed duties as chief engineer at Navasota—it is said "Fig" is turning out to be a regular lady killer . . . Having sold 14 ranges, five refrigerators and one water heater, the Conroe District is ahead of its bogie for the first three months of the year.

1937

George Dunlop, formerly with the Savannah Electric and Power Company, began work March 8 as assistant chief clerk in the Beaumont Accounting Department . . . The girls in the main office, Beaumont, have proof that Harold Mortimer would make someone a good wife; his broiled steak went over big—but if it's chocolate cake you want, page Lola Martin.

1942

Roy S. Nelson, formerly president of the El Paso Electric Company, is our new president . . . Otis Parker has been transferred from Beaumont to the Baton Rouge Production Department . . . Port Arthur and Beaumont were affected by the government's dim-out order last week controlling all lighting for cities along the coast; no lighting that casts a reflection in the sky or would otherwise serve to silhouette ships for submarines will be permitted.

Since 1945, the Communists have gotten power over 5,950 people per hour all over the world—and gained 48 square miles of land per hour during the same period.—AMERICAN MERCURY

It's too bad it is not a sin to drink water. How good it would taste.—Anonymous

March, 1957



SAFETY SEASON IS EVERY SEASON. This attractive and new all-aluminum safety board was recently installed in Baton Rouge Service Center yard on Government St. Located in front of the Government St. substation and so it can be seen from all three entrances to the yard, the safety poster shows the four seasons of the year — which indicates to us there's no slack season for SAFETY.



J. L. Mayeux, Baton Rouge T & D Department, explains kite-flying safety rules to son, Martin Ray. The rules are: never use metallic cord to fly kites; don't hang metal weights on kite-tails; never fly kites in storms and never climb poles or trees to retrieve kites. Our company annually promotes kite-flying safety at this time of year.

As Others See Us . . .

The editorial in the Beaumont Journal was only one of three saluting our Company on the \$48,000,000 construction budget for 1957. Due to space limitations on the cover, we are printing the others below.

Both the Beaumont Enterprise and the Port Arthur News assert the confidence of this fast growing area in GSU. Our construction program proves our confidence in the future of this area.

Full confidence that this fast-growing area will continue to glow with the best of economic health for years to come is written all over the announcement by Gulf States Utilities Company of a record 48 million dollar construction budget for 1957.

We commend GSU for its policy of looking ahead and its determination to have a big hand in making even more fabulous one of the nation's most important industrial empires.

"Electric power use is an accurate barometer of the health and prosperity of any area. Our endorsement of this comprehensive construction program indicates our continued confidence in the future of the area we serve." These words of Roy S. Nelson of Beaumont, president of Gulf States, following action by the board of directors, sums up the power firm's attitude toward the days that lie ahead for the Golden Gulf — its teeming factories and refineries, its mushrooming cities, its green ranches and fertile farms.

Actually, they bespeak the confidence of most of our people. This is good for we must work together as one big team if we expect to play the role of which we are capable in the parade of progress.

Part of the 150 million dollar four-year construction program, the proposed 1957 expenditures of GSU will be the largest for a single year in the history of the power company. A major portion of the 48 million dollars will be spent for new generating facilities, including continuation of installation of a new 111,000 kilowatt unit at the Neches Station near Beaumont, already under way.

—Beaumont Enterprise

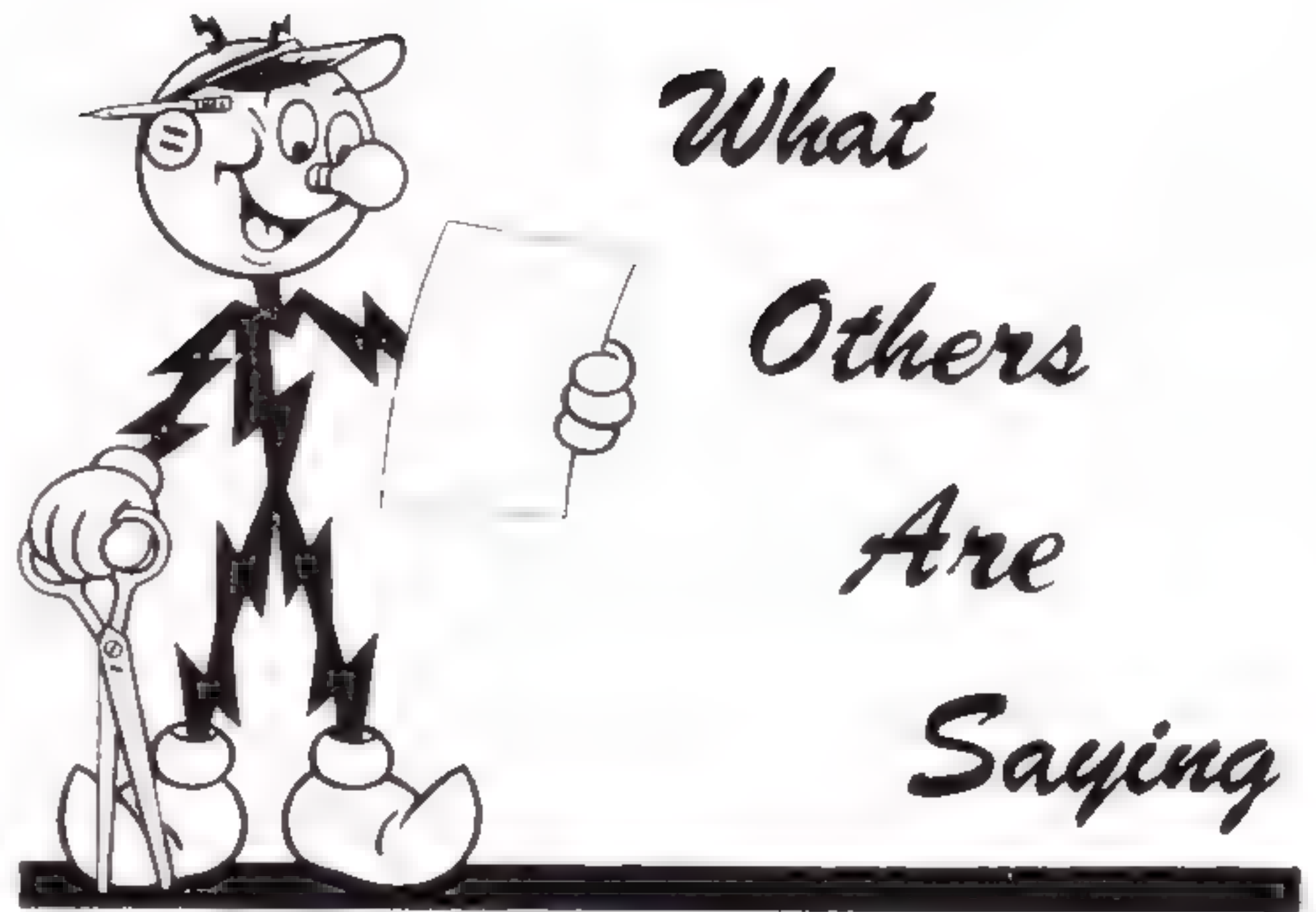
The Growing Electrical Industry

Gulf States Utilities' announcement of a \$48 million construction program for 1957 serves further to spotlight the expansion of the independent, privately-owned electrical industry along the Gulf Coast in particular and the nation in general.

The industry is growing and extending its services all along the line.

Its record for 1946 was impressive, setting new marks in production, sales, the number of customers, the average use per customer, atomic power development and other aspects.

The industry generated the remarkable total of 601 billion kilowatt hours of electricity — more than three times the 1942 figure. At the end of the year, investment in electric plant and property of the investor-owned companies was some \$33 billion—as



against less than \$13 billion 10 years before. Expenditures for facilities during the year came to \$2.9 billion. Some 49 companies and associated service organizations took part in projects for the development and construction of 11 atomic power plants.

Impressive as all this is, the records will be short-lived—for further gigantic strides forward are in prospect. It is estimated, for example, that in the next 10 years construction expenditures by the industry will almost double those of the past 10.

Finally, another set of facts is of particular interest to a public which is continually subjected to the verbal barrage of the public power groups. Last year the industry's average revenue for each kilowatt hour sold to domestic customers was almost 20 per cent less than in 1946—despite the fact that wage, material, and other costs have soared since then. And the industry paid \$1,790,000,000 taxes—23.8 per cent of its gross revenue.—Port Arthur News

—PT—

Time and Space

I am of the conviction that future generations will regard our current preparations for launching a man-made satellite with much the same antiquarian interest as we now recall Benjamin Franklin launching his kite in a thunderstorm — for I have faith and confidence that our schools and teachers will train effectively for the world of tomorrow, for an age of such political freedom, cultural achievement and spiritual splendor as man has never dared dream.—Herold C. Hunt, Texas Outlook.

—PT—

From the Bible —

And though I bestow all my goods to feed the poor, and though I give my body to be burned, and have not charity, it profiteth me nothing.—(1 Corinthians 13, 3.)

The grand gesture and the big gift, even though they be generous are not so great in the sight of God as the smallest thought or act that comes from a heart filled with loving kindness—for therein is the real and true charity.

The Mysterious Taxpayer

... Some day America is going to grow up about TVA current manufactured by Act of Congress, trigger-figure bookkeeping and income tax collection. Some day "federal aid" for roads and for schools and what not will be seen for what it is—a return to the taxpayer of his own money — with a whopping big deduction for the wages of egghead bureaucrats who rake it in and shovel it out. This is known as liberalism. Call it prodigality—sentimental generosity with other people's money — and it adds up to the same thing.—*Dallas Morning News*

—PT—

Atomic Age

The smallest thermonuclear (H-Bomb) reactor that can be built by present techniques would produce heat to generate five times as much electricity as was produced in the U. S. in 1954.—*Science Digest*

—PT—

Atoms For Peace

Of the 59 nuclear reactor units under construction or under contract in this country, 29 are power-type reactors. Of these reactors 14 are for naval vessels, six are for land-based non-federal demonstration installations, four are AEC units, four are for export, and one is for propulsion of a merchant vessel.—*Electrical World*

—PT—

Taxes

It is hard to believe that America was founded to avoid taxation.—*Town Journal*



Rank Discrimination

Woman 'Discovers' Leak in Electricity

Durant, Okla.—A woman called the Durant Electric Company office and complained her bill was too high.

The company checked her meter and wiring and reported nothing wrong.

Two days later, the woman called to apologize, announcing she had discovered the trouble — "I found a socket without a light bulb in it and the electricity must have leaked there."—A. P.

—PT—

Public Vs. Private

Congress will be asked to pass a compromise bill to allow New York State to develop power at Niagara Falls.

The compromise was reached at a meeting last week of representatives of the New York State Power Authority and Niagara Mohawk Power Corp., and Senators Javits and Ives and Rep. Miller, New York Republicans. The power company had formerly sought license to develop Niagara power.

The conferees said the compromise bill does not contain a preference clause, included in a similar bill the Senate passed last year. This would have given preference to public bodies and cooperatives in the distribution of power.—*Washington Report*

—PT—

... A new factory of P. Lorillard Company at Greensboro, North Carolina, can produce 100 million cigarettes in an eight-hour shift. The tobacco moves from the hogshead through the manufacturing process to the finished package without being touched by human hands.—*Electrical World*



H. C. LeVois, (right) our director of industrial sales, has been presented a "Certificate of Recognition" for the Company's role in General Electric Company's "More Power to America Productivity" forums. A. H. Keen, (left) manager of the Houston Office Apparatus Sales Division of General Electric Company, who made the presentation, said Gulf States has made outstanding contributions in stimulating broader, more efficient use of electric power in American industry and raising American standards of living through sponsorship of the forums. The forums have been co-sponsored by our company in Beaumont and Baton Rouge.

gulf staters in the news

Munger T. Ball of Port Arthur, a Gulf States director, has been named chairman of the fact-finding committee for the Greater Port Arthur Memorial Hospital project. Mr. Ball, who is a well-known civic leader, is president of Sabine Towing Company.

Goree Matthews was recently elected one of the directors of the Calvert Chamber of Commerce and is also on the executive committee.

The Robertson County Red Cross also appointed Mr. Matthews as local chairman for the Red Cross in Calvert.

A. L. Hastings, assistant to President Nelson, was guest speaker at the annual Beaumont YMCA meeting February 7. His topic was "Business and Christianity".

George Dunlop, assistant treasurer in Beaumont, has been named a director of the newly organized Sabine-Neches area chapter of the National Machine Accountants Association.



Looks Like Spring. The unusually warm weather during February saw many Gulf Staters donning cool clothes, cutting grass and working in flower beds as in late Spring. Pictured are, left to right, Laura M. Lusk, 16, and Anna L. Lusk, 14, daughters of Alfred P. Lusk, master repairman at Louisiana Station. The Lusks live on Greenwell Springs Road in Baton Rouge.



Baton Rouge Adds A "Little Stranger"

The big Reddy Kilowatt on the safety towers at our service centers and power plants is a familiar sight to most employees. Reddy's progress up the tower marks the number of days worked throughout the system without a lost time accident.

A new idea originated by the Baton Rouge T & D supervisors has brought the safety theme closer to home. A smaller Reddy — "Little Reddy" — has been added to the tower. Baton Rouge will be able to keep their safety record intact even though "Big Reddy", the System representative, should fall to the bottom.

"Little Reddy" represents the Baton Rouge Division T & D Department and is an indication to the employees that they are working safely and have not had a lost time accident as long as he is climbing the pole and remains at the top. Baton Rougeans hope their "Little Reddy" will help boost "Big Reddy" to the top — and complete another million man-hours worked safely throughout the system.

Al Eggart, Baton Rouge Engineering Department, designed and painted "Little Reddy" and M. C. McCormick, Baton Rouge Substation Department, constructed and mounted the figure.

PLAIN AND *Fancy* TALK

Timely Tips

With the help of the Home Service Department, under the direction of Miss Leonora O'Neal, Beaumont, PLAIN TALKS has compiled a group of recipes featuring meatless dishes. And we'll wager you'll find these foods so tasty that you'll continue to serve them long after the Lenten season is ended.

—PT—

Hot Cheese-Puff Sandwich

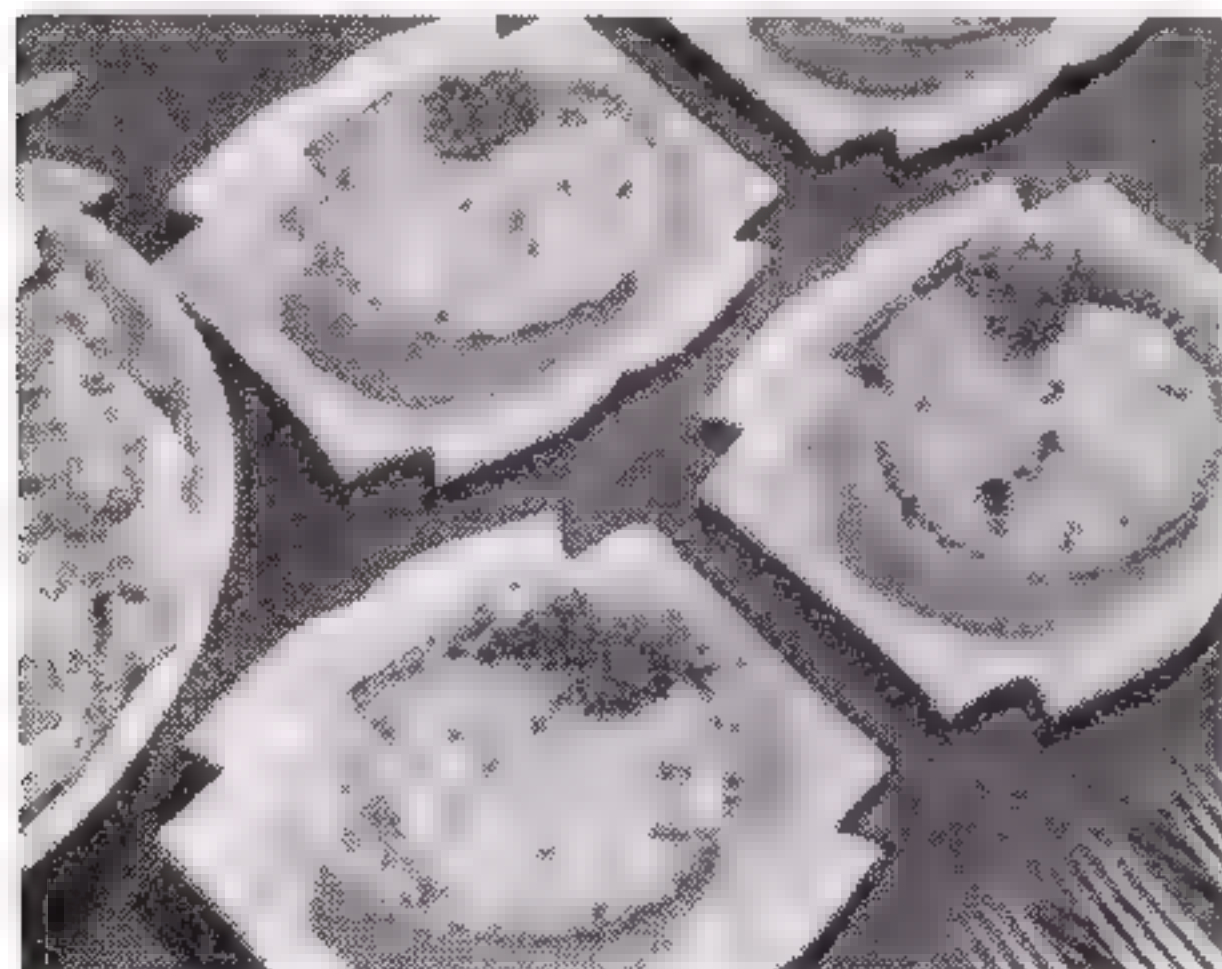
6 slices bread
6 slices processed American cheese
Cooked asparagus
2 egg yolks
1/4 cup salad dressing
1/4 tsp. salt
Dash Pepper
2 stiffly beaten egg whites

Toast bread on one side. Place slice of cheese on untoasted side. Place 4 or more spears of cooked asparagus on top of each. Beat egg yolks until thick and lemon colored; stir in salad dressing, salt and pepper. Fold in egg whites. Pile mixture on top of asparagus. Bake electrically at 350 degrees, 13 minutes, or until egg mixture is set. Makes 6 servings.

Deviled Oysters

1/2 cup chopped onion
1 cup chopped celery
1/4 cup chopped green pepper
1/4 cup butter
1 pt. oysters
2 cups rolled bread crumbs
4 eggs
2 cups sweet milk, hot
1/4 tsp. red pepper
1/4 tsp. salt
1/2 cup chopped parsley
1/2 cup chopped celery leaves

Saute onions, celery, green pepper in butter in skillet. Mix oysters, 1 1/2 cups of bread crumbs, eggs, milk and seasonings and pour into skillet. Cook 10 minutes on low heat. Pour into buttered casserole or crabshell. Sprinkle with remaining 1/2 cup bread crumbs and dot with butter on top. Bake electrically at 375 degrees 30 minutes. Serves 6.



Fish With Caper Sauce

1 3-3 1/2 lb. dressed fish
1 Tbsp. whole pickling spice
2 stalks celery
1 small onion, sliced
1 lemon, sliced
1 tsp. salt
Dash pepper
Caper Sauce

Tie fish in cheesecloth; place in deep well utensil and cover with boiling water. Add remaining ingredients; bring to boil and simmer about 35 minutes (until fish flakes and is done.) Remove fish carefully from cloth to hot platter, being careful to drain off water. Pour hot Caper Sauce over fish and serve at once. Makes 6 servings.

CAPER SAUCE

1/2 cup butter
3 Tbsps. minced parsley
2 1/2 Tbsps. capers
4 tsps. lemon juice
1 tsp. vinegar from capers

Melt butter. Add rest of ingredients; heat and serve over boiled or broiled fish. Use less sauce for an equal amount of broiled fish as boiled since butter or oil will be used in the broiling.

Spanish Omelet

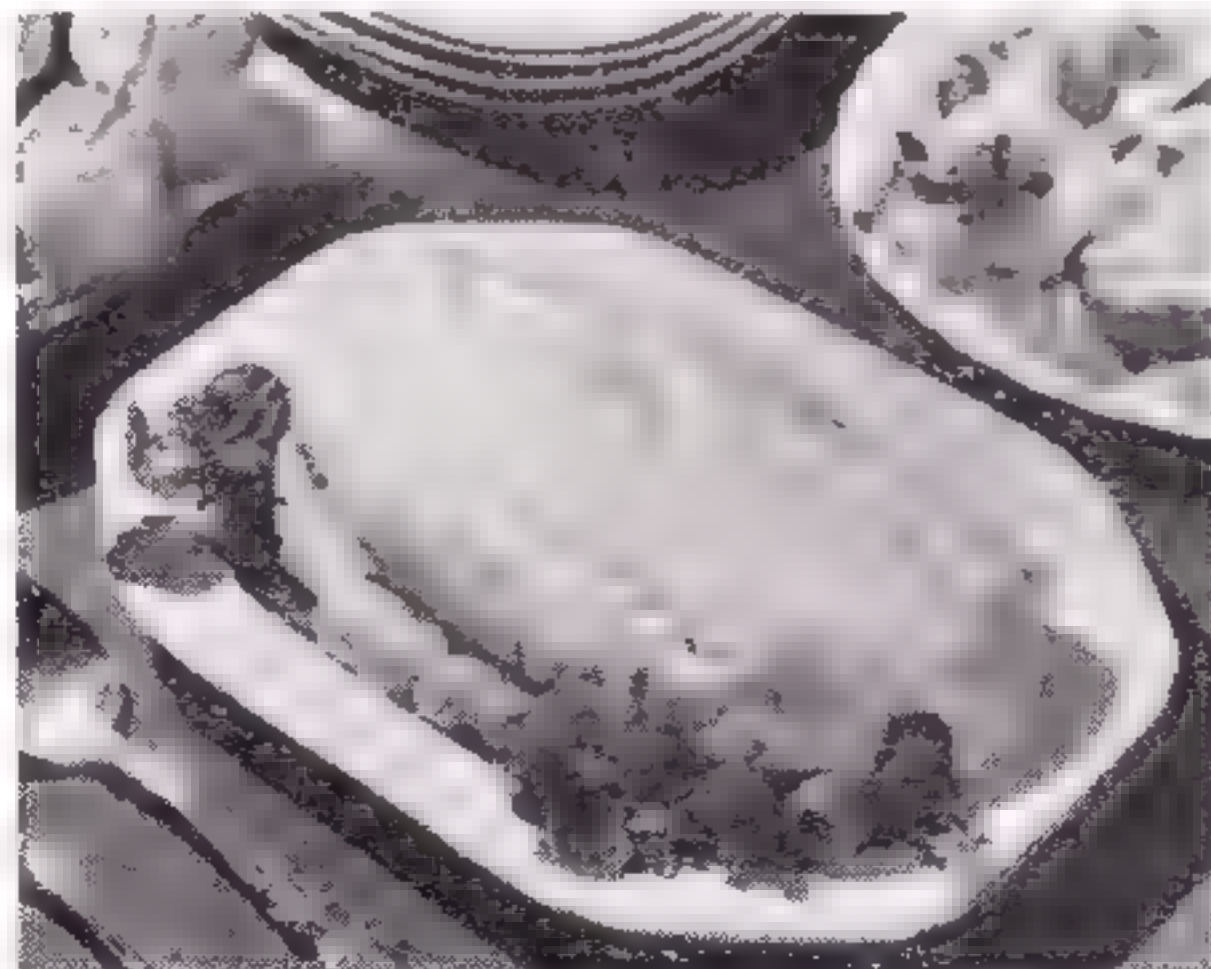
1/2 cup green onions, chopped fine
1 small green pepper, chopped fine or 2 pimientos cut fine
2 Tbsps. butter
1 No. 1 can tomatoes
6 large olives, chopped
Salt and pepper
Puffy Omelet (see below)

Saute' onions and peppers in butter. Add tomatoes and cook until moisture has nearly evaporated. Add chopped olives and seasonings and cook a few minutes to blend flavors. Pour a few spoonfuls of this sauce in center of Puffy omelet. Then fold omelet and pour the remainder of the sauce over top.

PUFFY OMELET

4 eggs, separated
1/2 tsp. salt
4 Tbsps. cream or milk
Speck of pepper
1 tsp. butter

Beat egg whites until they will hold a point. Beat yolks with seasonings until thick and lemon colored; add cream or milk. Fold egg yolk mixture into egg whites. Pour into hot buttered skillet. Reduce heat and cook until bottom is golden brown. Run under broiler to brown top and finish cooking.



Egg Saver

- If eggs crack, prevent deterioration and leakage by sealing cracks with cellophane tape. They will last as long as unbroken eggs.

Mar-Proof

- In close-quarters nailing, as against a baseboard, wind several heavy rubber bands around the head of your hammer; this will prevent scratching or denting.

No Slip-Up

- Rub sandpaper lightly over the soles of baby's shoes and he won't slip and fall so easily.

Frozen Persuasion

- Your youngster won't mind taking medicine if you first give him a piece of ice; when his tongue gets cold, he won't be able to taste the medicine.

Slick Trick

- To remove burned starch from the bottom of your electric iron, disconnect the iron, allow it to cool, and apply paste silver to the starch; then wipe it with a slightly damp cloth, followed by a dry one.

Easy Shampoo

- To keep soap out of your eyes when you wash your hair, first put cold cream on your eyelids and brows — the soapy water will then detour.

They Sparkle

- To have sparkling windows and mirrors, use rubbing alcohol. First rub with a well saturated cloth, then polish with paper toweling.

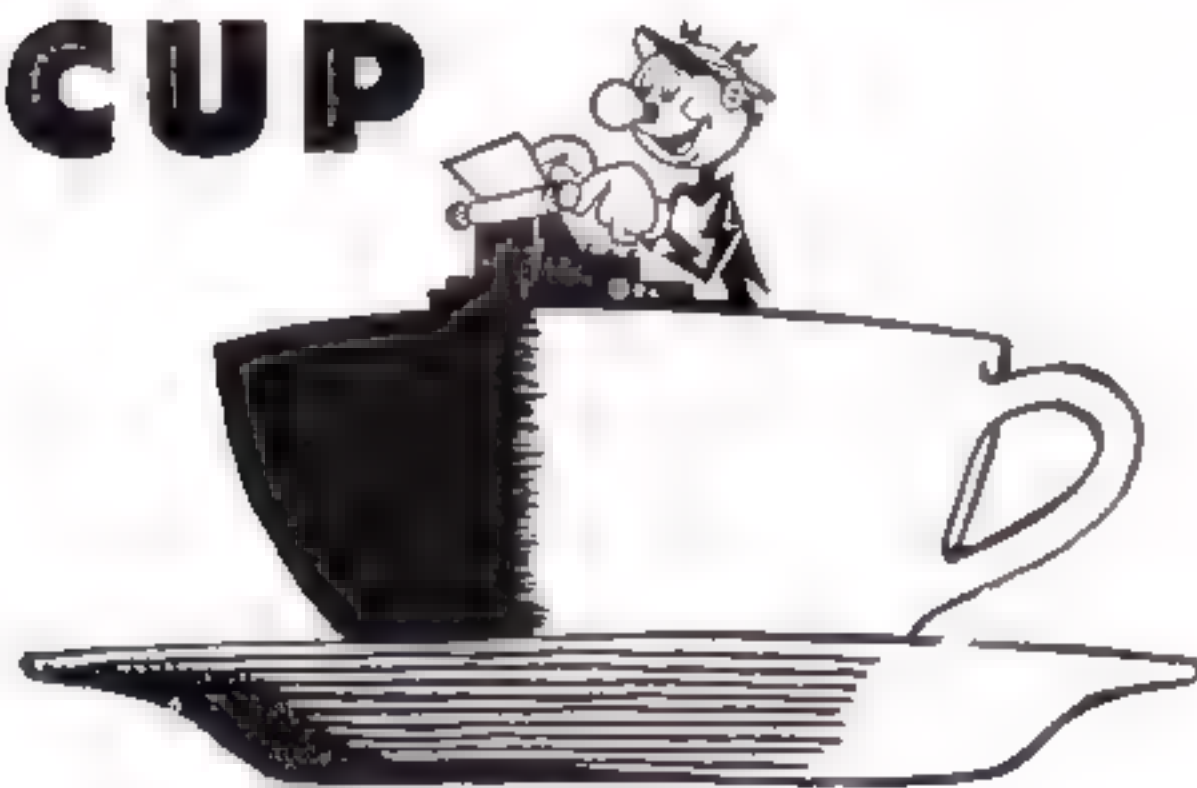
Question Box

A regular feature of "Plain and Fancy Talk" will be the "Question Box", in which your questions concerning problems confronting the homemaker will be answered. Send us the problem that's been bothering you. Space will permit our answering only one question each month, so we will select the question which we feel will be of most benefit to the majority of readers.

Q. "How can I remove pilling from a sweater without damaging the weave?"

A. Use a stiff clothes or hand brush, brushing the sweater gently.

over the COFFEE CUP



BATON ROUGE



KNOW YOUR REPORTER

Mrs. Lois Landry

Lois, clerk in the Residential Sales Department at Baton Rouge, became a Gulf Stater in June, 1955. After typing, taking dictation and filing, she likes to spend her leisure hours bowling, reading and "keeping house." Her husband, Eric, is working toward his master's degree in chemistry at L. S. U.

—PT—

Marianne Ward, stenographer in the Sales Department, has thrown away her "date book", as she now proudly wears a sparkler on her third finger, left hand.

The Residential Sales Department is happy to have **Donald Ray Hood** as a new representative.

The Sales Department seems to be going through a self-improvement phase. For instance, **Joyce Cox** and **Dolores Easley** are among Patricia

Stevens Charm School's new students and **Lois Landry** and **Marianne Ward** have enrolled in night classes at L. S. U.

Mr. and Mrs. **Bill Goff** had the time of their lives when they entertained actress **Yvonne DeCarlo** and her husband, **Robert Morgan**, while the latter were here on location for "Band of Angels," which was filmed at plantations on the Mississippi River near Baton Rouge. The Goffs, in turn, were guests of the celebrities when they were invited to visit on the set at different intervals.

Marjorie Strahan and her husband are now living in their new home at 10844 Tams Drive.

—By *Lois Landry*

Vivian (Cookie) Hayes, Sr., customer's clerk in the Customers Accounting, Department, spent her winter vacation in Brownfield, Texas and Hobbs, New Mexico, where she visited friends and relatives.

Lois Milazzo, **Mary Ellen Babin** and **Frances Gross**, all of Customer's Accounting, **Jesse Hart**, Sales, and **Margie Force**, Electric Department, bowled in the City Tournament February 16. The team name is "Short Circuits". **Lois Milazzo** and **Betty Smith**, Customer's Accounting, bowled doubles and singles February 24. Lois placed eighth in the singles.

—By *Francis Gross*

Miss Nona Gerald Hotard, daughter of **Mr. and Mrs. Joseph Gerald Hotard**, Baton Rouge, became the bride of **Charles Ridley Boudreaux** in a ceremony March 2 at the Sacred Heart of Jesus Catholic Church in Baton Rouge. The bride's father is substation foreman of the Baton Rouge Division. The groom's parents are **Mr. and Mrs. Victor Boudreaux** of Baton Rouge.

Tolar Smith, Baton Rouge Gas Department employee, and his family visited his mother-in-law at Amite February 9-10.

Yerby Lee Hughes Jr., Baton Rouge T&D engineer, is active in the Optimist Club's drive for a "Drag Strip" in Baton Rouge for the teen-agers. He is on the Board of Directors for "Operation Drag Strip", being sponsored by the club.

Miss Jeanette B. Parden and **R. A. Crais Jr.** were married February 9, at the St. Agnes Catholic Church. She is an employee of the Baton Rouge Engineering Department.

Retired employees who have been keeping in touch with their friends at GSU are **L. M. "Pop" Haynes** and **E. P. Guillot**. Mr. Haynes has a home workshop to sharpen lawnmowers and has adopted a pet 'coon, which he brought by the office one day recently. We all look forward to these visits and would welcome more from our retired friends.

—By *Margie Force*

CALVERT

George Stobart of the Franklin office retired as of February 28, and on February 22, employees of the Calvert District gave a farewell party for him and Mrs. Stobart at the home of **Mr. and Mrs. Goree Matthews**. All the employees and their families attended and we were happy to also have as guests Division Manager and **Mrs. J. B. Hodge** of Navasota. Mr. and Mrs. Stobart will make their home in Winnie where they have built a new home. We are all sorry to have George leave the Calvert District, but we wish him and Mrs. Stobart much happiness in their new home.

Ray Myers will move to Franklin in the near future to replace Mr. Stobart. We hate to see Ray and Jo Ann move but we are glad they are not going far.

Charles Ray Smith, Calvert meter reader was married to **Lou Ann Fusell** February 9. The young couple is now living in Calvert, and we are happy to welcome them to our town. We wish them a long life of continued happiness.

Employees of the Calvert office and their families were invited to the Smith's home for coffee and wedding cake February 11. All took gifts and gave Ray and Lou Ann a surprise shower.



Mr. and Mrs. Charles Ray Smith



Maree Singletary

BEAUMONT

Several employees from the Billing Department went to Houston for the Fat Stock Show. They were **Sally Dowden**, **Ruby Seaman** and **Doris Smith**. **Willie May Bingham** also went but tickets were "sold out" when she arrived there.

The many friends of **Natalie Turnage**, former employee, were happy to hear that she has been elected "Girl of the Year" by the Rho Kappa Chapter of Beta Sigma Phi.

Trudy Roblow says having tonsils removed is not "child's play", but everything came out all right, anyway.

Sally Dowden started 1957 off right with a week-end trip to Baton Rouge and New Orleans to visit with friends in the "old country."

The Elvis Presley fan club, comprised of **Trudy Roblow**, **Marlene Crabbe** and **Clara Lackey**, all of Beaumont Billing, drove to Shreveport for the show staged there, featuring their favorite singer, last month.

The Billing Department is happy to have **Tyrrell "Butch" Franklin**. He was "imported" from the Customers' Accounting Department.

The Billing Department is happy to have **Imogene Puleine** back after her stay in the hospital.

—By Dora Porter

Herschel Mathews is back with us. He has just returned from a two-year stint with the Army, where he was an instructor in electronics at Ft. Sheridan, Illinois. He has returned to the Advertising Department where he is concerned with production control.

Elsie Davis, of the Industrial and Commercial Sales Department, became the bride of **James R. Tunney** March 2, in San Antonio. The bride is a graduate of Michigan State College and has been active in Beaumont little theater groups. They will live in Albuquerque.

Edgar Westbrook, son of Mr. and Mrs. A. A. Westbrook, (he's in Beaumont Accounting) has completed indoctrination training with the Philco Corporation in Philadelphia and is now a field representative. He is to leave the states for an assignment with the Far East Air Force, with headquarters in Japan.

Frances Fuchs, home service advisor, Beaumont, who recently flew with three friends to Mexico City for a week's vacation, reports that she had a wonderful time seeing all the sights and shopping. The group spent one night in Taxco, visited Cuernavaca and spent the remainder of the time in Mexico City.

—By Lola Martin

Maree Singletary is new home service advisor for the Gulf-Liberty District and Sour Lake. She is a graduate of Sam Houston College at Huntsville.

ORANGE

T. O. Charlton, **Buck Wingard**, **Jo McCune** and **Dude Johnson** have worked very hard on the March of Dimes Campaign and we'd like to commend them on a job well done. **Mrs. Wingard** and **Mrs. McCune** headed the Mothers' March in Bridge City, and **Mr. Charlton** was over-all chairman of Orange County.

J. E. Prejean, storekeeper, has purchased a new home in Roselawn and will soon be moving in. Naturally, he bought a new electric range for it.

Julia Ann Donaldson, Accounting Department, and **Charles Shreve** were married at 10 a. m. Mass in St. Mary's Catholic Church February 16. We extend heartiest congratulations to them.



Beth Bienvenue

The Accounting Department has two new employees. They are **Jo Frances Masters** and **Beth Toney**. **Carol Isobel** has replaced **Lois Crowe** in the Engineering Department and **Pat Turner**, formerly with the T & D Department, has replaced **Milton Hubbard** at Sabine Station. A new employee at T & D is **Bernard Scott**. **Beth Bienvenue** is our new home service director. We welcome all these new people and hope they'll be around for a long time.

Harold Rafferty, **Jim Dowies** and **Mary Helen Ener** have been helping out the Accounting Department and we certainly appreciate the work they have done. **Mr. Pevoto** is doing fine and will be back with us soon.

PBX Operator **Cherry Scales** and her husband followed the Azalia Trail in Louisiana this week-end, also visiting other spots in the Evangeline country.

The Wingard twins, **Rita** and **Nita**, celebrated their fifth birthday this month. **Dick House**, son of **Mr. and Mrs. Walter House**, celebrated his seventh birthday this month with an outing. He was accompanied by his parents and several friends, all of whom visited Moss Lake.

T. O. Charlton has been elected district chairman of the Orange District of Sabine Area Council of Boy Scouts of America. **Walter House** is general chairman of exposition, sponsored by the Orange Rotary Club for the Boy Scouts' Trail of Citizenship. **J. P. Pevoto** was recently elected chairman of the United Fund campaign.

—By Reba Willey

LAFAYETTE

Mrs. P. J. LeBlanc has announced the approaching marriage of her daughter, Miss Jeanette LeBlanc, to Harry Smith, Jr. of New Orleans. The wedding is scheduled for mid-summer. Jeanette has been a customer's clerk in the Lafayette office for almost three years.

Miss Jacqueline DuBois, daughter of Mr. and Mrs. Phillip DuBois, was elected "Miss Model Secretary" at the recent FBLA Convention in Lake Charles. She has also been chosen to serve as one of the ladies-in-waiting to the queen of the Lafayette Senior High School Mardi Gras ball. Jackie will graduate in June and plans to study law at college. She is the sister of Cynthia DuBois, departmental clerk.

PLAIN TALKS wishes a happy birthday to: Vioris J. Olivier, J. J. Hopkins, Oray Hernandez, Luther Gallet, John Smith and Wilfred St. Julien, who celebrate their birthdays this month.

Lafayette extends a hearty welcome to Wallace Hernandez and Jeffery Derouen. Wallace is a native of Lafayette and Jeffery is from Maurice. Both are meter readers in the Accounting Department.

Our deepest sympathy is with Mrs. Bessie B. Rojas, whose father, G. E. Boyd, passed away February 3. Mrs. Rojas is a bookkeeper in the Accounting Department.

—By Cynthia DuBois

LAKE CHARLES

Fred Watson attended school at L. S. U. February 11-16.

Lucina Ory has big plans to travel to Baltimore, Maryland. She will visit her daughter and grandchildren.

James Wall of our Meter Department moved into his new home in February.

We would like to welcome Miss Katherine Bourne, a new employee in our Accounting Department.

Mr. and Mrs. Floyd Roddy and Mrs. and Mrs. Ed Turnley enjoyed a Mexican supper in Orange, Texas February 2. Ummm good!

R. L. Henry is busy working on his boat for fishing season.

If you see a blue flash go by it may be the Sniders. We have heard that Anne and Henry have a new Mercury Mark 75 outboard motor. Lake Charles will get a workout this year.

Miss Sarah Sullivan and Shirley Ray Robinson were married February 20. Mr. Robinson is in our Lake Charles Meter Department.

Congratulations to Luther Risher for bowling a 652 scratch game in the G. S. U. League Wednesday February 20. Also, Sue Franques boosted her average six pins last Wednesday night. Mrs. Franques is the wife of Roy Franques, who is in our Engineering Department.

We would like to welcome Travis Ray Fox to the Lake Charles Line Crew.

Tyrelle Hill has been transferred from the Line Department to the Safety Department. Also, Janice Cisco has been transferred from the Meter Department to the Line Department. We hope both like their new jobs.

Mrs. Mabel Bagwell was operated on for gall stones February 28. She is the wife of Ray Bagwell, who is the Lake Charles Stores truck driver. Get well soon, Mabel.

Mr. Merrill's wife was recently in the hospital for minor surgery. She is home now and doing fine.

After Hours . . .

Handmade Handbags Are Her Hobby

An idea dreamed up to pass lonely hours spent in a hospital room, has resulted in an interesting, satisfying and profitable "after hours" hobby for one Gulf Stater.

Some time ago when an accident curtailed her work as a home representative with the company, Lola Martin, Beaumont, found that time began to drag as she lay recuperating in the hospital. And then she began to crochet, using her skill and ingenuity to fashion distinctive purses.

The purses were an immediate hit with those who saw them, and soon Lola was making more and more for her friends. At first, she presented them as gifts. But as an increasing number of acquaintances requested them and insisted upon paying for her materials and time, soon she was "taking orders" for the purses, which she fashioned according to her customer's specifications.

Lola is back on the job now, working in the Residential Sales Department. Although time no longer "hangs heavy" for her, she continues her hobby after hours. She has made about 30 purses, and is currently working on more. Her products are in demand and several customers have purchased several from her. Some of her creations are simple, some are fancy. Some are trimmed with beads, some with intricate designs. Working nights, she can complete a purse in four or five crocheting sessions.

Although Lola has spent all her time with our Company in her home

town, Beaumont, she made many friends over the system during her nine years' of home service work. She has been with the Company for 21 years. "I'll truly miss the Company when I retire," Lola said, adding, "I've had many pleasant experiences here."

And much of the credit for those pleasant experiences can be attributed to Lola, herself. A personable, exacting person, she believes that any job one undertakes should be done well—a trait she exemplifies in her home hobby handiwork.



Displaying one of the handbags she has just completed, Lola laughed: "Generally, I have several at home I'm working on or have just finished, but when I get ready to have my picture made, I find I've either sold or given away practically all of them!"



Keeping track of kilowatts and steam generated at Louisiana Station in Baton Rouge, are: left to right, Mildred Pickel, Marion Brown, Wayne Huff, Elizabeth Kyzar, Bob Lowman and Patsy Peak. Mrs. Brown is our PLAIN TALKS reporter for the big kilowatt factory.

Bob Guidry attended a Supervisory Training Course at Louisiana State University in Baton Rouge February 17.

Jim Olivier will retire in March. Jim is a special laborer in Lake Charles.

Ed Ward and Paul Harrington attended a Supervisory Development Course at L. S. U. February 18.

Happy birthday to: **Sam McDaniel**—February 6—and **Joe Skipper**—February 7.

Members of the Gulf States Bowling League are happy to have **Andy Anderson** back with them. Andy had a leg injury which prevented him from bowling for several months.

Paced by **Bob Guidry's** 556 series and **Sonny Horstmann's** 548 series along with high games from **Luther Risher, Squirt Williams, Bob Wiggins, Sam McDaniels** and **Hubert Landry**, Lake Charles Bowlers in a match against Beaumont, won 14 games, lost five and tied one.

Plans are now being made for a Gulf States Bowling Tournament which will be system wide but probably held at one central location. At present these plans are to have team, doubles and singles champions, both handicap and scratch.

—By *Anne Snider,*
Uptown Office and
Jean Keith, Plant



THEY'VE GOT A SECRET! The year was 1928, and the above members of the company's sales force were lined up and shot (with a camera) because they had each sold 50 or more electric ranges, which is quite a record. Three of the quintet of quality salesmen are still with us. Left to right are T. O. "Doc" Charlton, now district superintendent in Orange; Lloyd Brannon, district superintendent at Silsbee; and Ernest Little, residential sales supervisor in Lake Charles. The other two, now businessmen, are Frank Quaidy and Jerry Outlaw.

NAVASOTA

Jo Ann Mock, Navasota Division office stenographer, took part in the Sam Houston Trail Ride recently, riding with her group from Montgomery to Houston to join the various other trail riders.

Ernest Singletary, substation mechanic, also participated, riding with the Salt Grass Trail riders.

NEDERLAND

Miss Ann Marie Hicks became the bride of **Arles Bingham** in a ceremony December 21 in the Hillcrest Baptist Church at Nederland. She is a cashier in the Port Arthur Accounting Department.



Time out for a 'coffee break' is enjoyed by, left to right, C. A. Ibach, Jim Smith, Gorden Mustin and Morris Jenkins. They work in the machine shop at Louisiana Station in Baton Rouge.



And the bet paid off! When Doris Squyers, senior customer clerk in the Customers' Accounts Department, Beaumont, came to work for G. H. Rafferty, consumer accountant, some 11 years ago, she made a \$5 bet with him that she would never marry. Recently Doris acquired an engagement ring — and lost \$5. She will marry Oscar Flowers, Beaumont grocer, the latter part of August.

GROWING with Gulf Staters



This bright-eyed youngster is Michael Wayne Duhon. Mike is five months old. He is the son of Mr. and Mrs. Willie Duhon. Mr. Duhon is stores assistant at the Lake Charles Storeroom.



With a winning smile, Gary Berthelot poses for the photographer. He's the 15-month-old son of Mr. and Mrs. Roy Berthelot. Mr. Berthelot is in the Production Department at Baton Rouge.



This pretty little miss is Regina Carol Brown, one-year-old daughter of Mr. and Mrs. Joe Brown. Mr. Brown is a repairman at Riverside Station in Lake Charles.



Jack David (left) and Robert Mark are sons of Mr. and Mrs. Tommy Read. Almost identical, the twins, who are eight-months-old, are the same length and there is only a four ounce difference in their weight. Mr. Read is associate editor of PLAIN TALKS.



A "circus" cake delighted Gene Wall on his second birthday December 6. He's the son of Mr. and Mrs. E. S. Wall of Woodville. Mr. Wall is in the Service Department.



Learn Your Driving Deficiencies . . .

Then Do Something About Them

"I've been driving for ... years. I know what I can do and what I can't." But are you sure? The average person knows very little about his own driving. He can criticize others, but when it comes to himself, he is a failure.

Safety Representative Anders "Andy" Poulson reported last month that most drivers have some visual deficiency, but few know about it. One of the company drivers he recently checked had almost no depth perception, another could not see letters in dim light. These are only two of many cases.

To give drivers of company cars some idea of their faults and to allow them to correct these deficiencies, the Safety Department has recently acquired a new device for checking more accurately visual proficiency.

The Safety Rater, as the device is called, is used along with the regular company drivers test. The Safety Rater gives a complete picture of how well or how badly a person sees. Field of vision, depth perception, night blindness and glare recovery, color perception, reflex action, and a standard eye test are covered by this machine.

Usually, three tests are given in each division and an average determines the score. Any failure on the part of the driver not found in the driving test, will probably show up on the Safety Rater. No penalty is given for deficiencies found in the tests, but the person being tested does find out what he can do to improve his driving safety.

"Visual deficiencies are not too bad if the driver knows about them," Mr. Poulson says. "Only when these faults are unknown do they become really dangerous."

**it
always
pays
to**



**LOOK
ALL WAYS!**

BACK the Attack